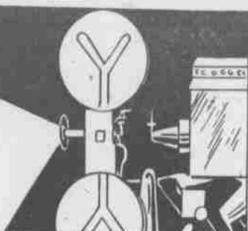


∴ Pictures and Plays in Pendleton ∴



Dawn, Marie Doro, Blanche Sweet, Myrtle Steadman, Dustin Farnum, Owen Moore, Theodore Roberts, John Barrymore, Victor Moore, and many more, all your favorites.

This week we have with us the world famous Bostonians with the sweet sixteen girls and a change of bill every night. Don't fail to see this show. A good show and courteous treatment at all times. Remember the Alta.

THE TEMPLE

The Temple is Pendleton's leading play house. Not only from the viewpoint of fine pictures, which are always shown at this house, but because of its many modern improvements is the Temple Pendleton's leading picture house. The house is perfectly ventilated, steam heated and the best of courteous service is always at the disposal of the patrons. The theater has 500 comfortable opera chairs.

We are the exclusive show house of the famous Triangle pictures. A Triangle means perfection in the picture world. In addition we show the famous Keystone Comedies and Pathé's new \$500,000 program.

You need have no fear of bringing your children and family to the Temple as only clean pictures are ever put on our screens.

Pendleton theater goers may well be proud of the high class programs being shown at the local photoplay and vaudeville theaters.

This city has been chosen by booking houses as second only to Seattle in the northwest for service demands. Many productions have been given first northwest release in Pendleton and second and third releases are common.

Competition among the local show houses is as keen here as in the largest cities and no expense nor trouble is spared toward giving their patrons the best produced and at the low prices charged in the big cities.

The following statements by the managers will prove interesting to you:

THE PASTIME

The Pastime theater is the oldest institution of its kind in Pendleton, having been established in 1906. It handles only the better photoplays and caters only to the lovers of the silent drama, never diverting from this policy. The contracts held by the Pastime are the most desirable to be had and are with the following companies: The V. L. S. E. or Big Four Company, the Fox Film Corporation and the Mutual Film Corporation.

With contracts with the three leading film companies of the world, showing such stars as Anita Stewart, Theda Bara, Charlie Chaplin, Valetta Surra, Mary Miles Minter and others is it any wonder the Pastime is the favorite picture house in Pendleton and that it always enjoys capacity business the year around.

It has always been our policy to give the patrons what they want at all times regardless of the cost. The music consists of a three piece orchestra, piano, violin, and trap drums. You will always find an air of cheerfulness around this theater and the manager is sure to be there to see that you have a good seat and your visit is made pleasant.

THE COSY

John Greulich, Mgr. Cosy.
We run first run Blue Bird Films. Also first run World Films. Both of these are of the highest class.

We have just installed a new simple machine, giving our patrons the very best in projection. The Cosy is as the name implies, "cosy" and courteous treatment at all times.

Special attractions await you all this week.

Be sure and pay a visit to the "Cosy."

THE ALTA

E. L. Cooper, Mgr.
Pendleton's only real theater. The home of Paramount and Metro pictures and Hippodrome Vaudeville. With a seating capacity of 550 and an up-to-date stage it is our business to please. We cater to your comfort as well as your pleasure. Always the best for your money.

A few of the stars you will see at the Alta:

Marguerite Clark, Mary Pickford, Mme Petrova, Reta Jolivet, Fanny Ward, Pauline Frederick, Hazel



PASTIME THEATRE



Home of Mutual, Fox and V. L. S. E. Pictures

SHOWING THE WORLD'S MOST FAMOUS MOTION PICTURE STARS, INCLUDING Anita Stewart, Charlie Chaplin, William Farnum, Lucille Lee Stewart, Mary Miles Minter, Theda Bara, William Russell, Kathlyn Williams, June Caprice, Helen Holmes, Annette Kellerman, Lillian Walker, Edith Story, Earl Williams, Nat Goodwin, Geo. Walsh, Stuart Holmes and a host of others. The Pastime is

THE ONLY THEATRE IN PENDLETON USING THE OPEN BOOKING SYSTEM

which means that the picture are chosen by the management and only those that have made good in the larger cities are shown.

GOOD MUSIC

COURTEOUS TREATMENT

BEST PICTURES



William Farnum



Claire Whitney



Theda Bara



Charlie Chaplin



ALTA THEATRE

The Home of Paramount Pictures



PENDLETON'S REAL THEATRE

The Best None to Good for our Patrons

YOUR PLEASURE OUR BUSINESS

HERE TO STAY
Hippodrome Vaudeville
Always the Best



MARGUERITE CLARK
Leading Actress Paramount



PAULINE FREDERICK
Leading Actress Paramount



Bessie Barriscale

TEMPLE THEATRE



Douglas Fairbanks



Ethel Markey

TRIANGLE

is synonymous with perfection in the motion picture field, as it means the best in motion pictures.

TRIANGLE

Triangle plays cost more to produce than any other pictures now on the market. This is one of the reasons why they are better.



Wm. S. Hart



Dorothy Gish

Triangle Plays are Shown at this Theatre Every Sunday and Monday—Wednesday and Thursday

"If It's a BLUEBIRD It's Got to Be Good"

BLUEBIRD PHOTO PLAYS

What does this name signify?

It signifies the best plays we can buy, produced by the players best fitted to portray the characters. The best way to hold the public is to please the public. If we keep on pleasing the public, it will get in to the habit of coming where our plays are shown. And the only way to please the public is to produce good plays. The question of the cast must be decided after we read the play and find out what kind of actors we need. The best way not to please the public is to buy the actor and make the play fit him. We can't pin our faith to the actor because the actor is migratory and uncertain. He can't play every part written and play it well. He is too human. Therefore if we follow rigidly the rule of buying the good play and casting it with people who fit the role best, we are giving the public the very thing it goes to the theatre to see and we are making money permanently. That is the real meaning of BLUEBIRD. It means to the photo play what the high class Standard Brand means in any commodity. It means sure and permanent quality. What more can the play-goers ask?



Hobart Bosworth

These Artistic Bluebird Productions Are Shown in Pendleton at the

COSY THEATRE



Violet Mersereau